

## ABSTRACT

In an information delivery system for delivering a program formed of an image, voice or data to a receiving terminal, suitable delivery without a delay before reproduction is always implemented in different utilization environments.

When information 1000 for restricting a candidate program which becomes a subject of service is input to a receiving terminal 10, a transmitter 20 delivers a head sequence data group 1004 of a sequence included in the candidate program to the receiving terminal 10 in a non-real time manner. The receiving terminal 10 stores the head sequence group in a storage 100. When a user inputs information 1100 for selecting a reproduction sequence to be actually viewed from the candidate program, the transmitter delivers following sequence data 1202 of the reproduction sequence to the receiving terminal in real time. Until the following sequence data becomes reproducible, the receiving terminal reproduces and displays head sequence data stored in the storage 100. Thereafter, the receiving terminal changes over to reproduction and display of the following sequence data.